CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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UNITED ARTISTS' 35th ANNIVERSARY

ONCE AGAIN A GREAT SOURCE OF TOP-QUALITY PRODUCT

Thirty-fifth anniversary of United Artists on April 17 brings to mind the remarkable comeback of the company—in the Twenties and Thirties one of strongest pillars of the industry — since early in 1951, when the group led by Arthur B. Krim secured provisional management control and recaptured its leading place with the exhibitor and its prestige with the public.

The celebration has special interest in Canada, the native land of Mary Pickford, who founded UA with Charles Chaplin, Douglas Fairbanks and D. W. Griffith and who is participating in the birthday activities in South America right now. The company's first picture was His Majesty, the American, with Douglas Fairbanks and its second,

(Continued on Page 13)

Param't Pageant Won Much Praise

Paramount Pictures Pageant, held in 35 USA cities and in Toronto, was a success, judging from the attendance and the reaction of audiences. In Toronto representatives of the press and radio joined exhibition executives and bookers at the Village, To-

(Continued on Page 3)

More Information About Changes

As information continues to arrive for our next Year Book of the Canadian Motion Picture Industry, changes of one kind and another missed in the course of our daily work become apparent. In our last edition we printed quite a number and we shall con-

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POPCORN REGIONAL HERE ON MAY 28

The Canadian regional meeting of the International Popcorn Association, which will be the third annual session of its kind in this country, has been scheduled for May 28 in the King Edward Hotel, Toronto. Jack Fitzgibbons of Theatre Confections Ltd. Toronto is International president and he and Sydney Spiegel of Super Pufft Popcorn Limited, Toronto, a member of the International board, will act as co-chairmen. Tom Sullivan of Chicago, International officer, will join the 60-or-so delegates.

Fitzgibbons is the first Canadian to head the International Popcorn Association, having been elected in Chicago last October, at which time it changed its name from the National Association of Popcorn Manufacturers. Spiegel is one of the two international board members who represent the theatre industry.

The membership is not confined to the theatrical field.

Silverstone Made Lichtman's Aide

Canadian general manager for 20th Century-Fox from 1948 to 1951, Arthur Silverstone, Eastern sales manager, has been promoted to assistant general sales manager, Al Lichtman, director of distribution, announced in New York last week. He w

(Continued on Page 7)

WB's 'Helen Of Troy'

Sir Cedric Hardwicke has been signed for the role of King Priam, father of Paris, in Warner Bros.' Helen of Troy, which is being filmed in CinemaScope and WarnerColor. Robert Wise is directing.

Short Throws

PARAMOUNT and MGM taxation experts were here last week talking over tax problems with local film executives at a luncheon in the King Edward. British Columbia's desire to apply its sales tax to movie money has them worried.

ONTARIO theatres association's appeal for an adjustment on the licence fee for 1953, which had a life of ten months instead of 12 when the Provincial Treasurer moved the issuance date from May 31 to March 31, was rejected. The MPTAO has retained Alexander Mackenzie, QC to work with its counsel, Joseph Singer, QC in establishing its right to consideration.

APPROVAL of the township council for the issuance of provincial permits to projected drive-ins will be necessary when an amendment to The Theatres Act, 1953 is passed by the Ontario Parliament. Harry Nixon, a member of the Opposition, proposed this and Premier Frost saw merit in it. Under the Act permits for drive-ins were issued by the Theatres Branch of the Treasury and these superseded local authority.

BANFF or Jasper will be the scene of the shooting of another motion picture by a Hollywood company this year, said R. R. Moore, Deputy Minister of Economic Affairs. The last film shot in Alberta, UI's Saskatchewan, drew criticism in Parliament and from press and public as a distortion of Canadian history and the Western Ontario district executive council of the Canadian

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Canadians At the Dallas Variety Convention

Some of the barkers of the Variety Club of Toronto and their ladies are shown in this photograph taken at the convention of the International at Dallas Texas. Left to right: Mrs. Frank Goldhar, Frank Goldhar, Mrs. Harry Smith, Chief Barker Wm. J. Summerville, Canvasman George Altman, Mrs. George Altman, Mrs. Ben Smith, Ben Smith and Harry Smith. The young lady at their mercy is a bit of Old Dallas.

Next For Lana Turner At MGM

Lana Turner will next star at MGM in Week-End at Las Vegas.

Columbia's 'The Bandits'

Edward G. Robinson has joined the cast of Columbia's The Bandits.

PETER S. MYERS HEADS CANADIAN DISTRIBS ASSN.

President of the Canadian Motion Picture Distributors Association is now Peter S. Myers, general manager of Twentieth Century-Fox Corporation Ltd. of Canada, who succeeded Frank H. Fisher, general manager of J. Arthur Rank Film Distributors (Canada) Ltd. The vice-president is Charles S. Chaplin, general manager of United Artists, and Clare J. Appel remains executive secretary. Myers was formerly vice-president of the Association, with which the Film Boards of Trade in Canada's six distribution territories are connected. All the leading Canadian distribution organizations are members of the CMPDA.

"... GENUINE SCIENCE-FICTION ... A REAL ABSORBING THRILLER"
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QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

Canadian Film Weekly

Vol. 19, No. 15 April 14, 1954

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BEN HALTER, Production Editor

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PARA PAGEANT

(Continued from Page 1)

ronto, breaking up a three-picture program with lunch after the first. Al Iscove, Toronto branch manager, and Win Barron, Paramount's public relations chief in Canada, were the hosts.

After greetings and an introduction by A. W. Schwalberg, president of the Paramount Film Distributing Corporation, parent company of Paramount Film Service of Canada, the audience saw a striking Technicolor drama, Elephant Walk, starring Elizabeth Taylor, Dana Andrews and Peter Finch.

After the break for lunch, which was served buffet-style in the theatre, Don Hartman, production chief, came on the screen to tell about the company's forthcoming pictures, with emphasis on the pictures that were to follow.

About Mrs. Leslie, Shirley Booth's first feature since her Award-winning role in Come Back, Little Sheba, made a great impact on the audience, particularly the ladies in it. Produced by Hal Wallis and co-starring Robert Ryan, the picture is enthralling all the way and Miss Booth reaches deeply into all hearts.

Danny Kaye, partnered with Mai Zetterling in Knock on Wood, made in Britain in color by Technicolor, has his best picture since Up In Arms. The film is uproarious when it gets going.

The Paramount Pageant was a distinct success and it is hoped that the company will repeat it.

Construction Started On Three Drive-ins

Work is under way on Belmont Drive-in Limited's project near Edmonton, Alberta; on Foothills Drive-in Limited's 17th Avenue project near Calgary, Alberta; and on Stanley and Joe Zaba's Twi-Lite Drive-in near Wolsley, Saskatchewan.

Installation of 35 mm. equipment on the RCAF station at Penhold, Alberta is scheduled to be completed by June 1. General Theatres has completed refurbishing its Villeray Theatre in Villeray, a Montreal suburb.

GOLDEN REEL AWARDS TO NFB

National Film Board subjects won two of the 12 categories in the Golden Reel Film Festival sponsored in Chicago recently by the Film Council of America. One of the speakers at the dinner which closed the three-day gathering was Dr. A. W. Trueman, Government Film Commissioner.

The Canadian films selected by 139 judges from 225 entrants were Land of the Long Night, produced by the NFB, which won the Geography and Travel competition, and Frustrating Fours and Fascinating Fives, made for the NFB by Crawley Films Ltd. The latter subject led in the Home and Family Category.

Ten NFB films won eight prizes, six of which were certificates of merit.

In 1951-2 the NFB won 20 Canadian and international awards for its films and filmstrips; in 1952-3 it got 27. One of its honors this year was an Academy nomination for Herring Hunt in the documentary class.

JACK WARNER ENTERTAINS HEENEYS

His Excellency Arnold D. Heeney, Canada's ambassador to the United States, and Mrs. Heeney, were honored guests at a luncheon give by Jack L. Warner at Warner Bros. Studios in Hollywood recently.

The ambassador was in Los Angeles to inspect the recent elevation of the local Canadian vice-consulate to full consular status.

Honored with the Heeneys at Warner's luncheon were Leslie Chance, newly appointed Canadian Consul general, and Mrs. Chance. Other guests included Blake Owensmith, Canadian coordinator for the MPAA, Barbara Warner and screen stars Doris Day, John Wayne, Virginia Mayo, Michael O'Shea and Jeanne Crain.

McPHEE NOW ASS'T DIRECTOR

Dan McPhee, chief inspector of theatres for Ontario since 1938, has been appointed vice-chairman and assistant director of the Theatres Branch and Board of Censors (Ontario) under The Theatres Act, recently proclaimed. Chairman and director is O. J. Silverthorne. The act states that the assistant director shall act in lieu of the director in his absence or at his instrucions and in so doing will have all his powers.

McPhee's authority previously had been confined to theatre inspection. His new designation is but one change in the revised The Theatres and Cinematographs Act, now known as The Theatres Act. Another is the title of the department, which was "Motion Picture Censorship and Theatre Inspection Branch" and is now "Theatres Branch and Board of Censors (Ontario)."

The new assistant director joined the Amusement Revenue Branch of Ontario, which then handled theatre inspection, in 1935. Prior to that he had been a professional baseball pitcher and in 1924-5 was under contract to Brooklyn, which farmed him out after the training season. From West Lorne, Ontario, McPhee pitched for such teams as Saginaw, Scranton and Waterbury.

FOUR IN C'SCOPE FOR COLUMBIA

Four productions in CinemaScope are currently before the cameras at Columbia Pictures. Two are being filmed at the studio only and two are being shot on location and at the Hollywood plant.

The four are Three for the Show, a musical starring Betty Grable, Marge and Gower Champion and Jack Lemmon; Joseph and His Brethren, under way in Luxor, Egypt with William Dieterle directing; The Long Gray Line, starring Tyrone Power and Maureen O'Hara and being directed by John Ford, which will have sequences shot at West Point; and The Bandits, starring Glenn Ford and Barbara Stanwyck.

LADIES' AID FOR ODEON CONTEST

Wives are being encouraged to play a part in The Odeon Big Show campaign contest, in which its managers are competing. The latest release from Jim Hardiman, of the publicity department, "Circus Boss," says that "All major prize-winning showmen will automatically earn prizes for their wives and mothers." Candy suppliers and premium operators have provided interesting prizes for the ladies — luggage, chinaware, stockings, jewelry, a silver service among them.

"We are enclosing in this letter a kit for use at home," says Hardiman in a communication to the ladies. "It includes tent cards which can be placed at the breakfast table from time to time. Each tent card contains a message which will help your Showman to start off the day with a new idea. Stickers are also supplied which can be fastened to the mirror when he is shaving, or on the dashboard of his car."

OUR BUSINESS by N.A. Taylor

THERE seems to be considerable complaining in the United States about the TV and broadcasting rights of the Academy Awards having been sold to an automobile manufacturer. They are so right! But all it proves is that automobile manufacturers are better merchandisers than so-called showmen. Not only did Oldsmobile pay for the air time on a multiplicity of stations, but it also paid the Academy a good round sum for the privilege of broadcasting and telecasting the show.

All in all Oldsmobile got a good bargain, because the show was able to attract the greatest potential audience on this continent—our audience. Of course, our industry could have picked up the tab and could have made a huge profit using the time taken up by selling automobiles with the selling of future motion picture hits. That would have required good sensible co-operation between top companies—obviously impossible. So Oldsmobile made the biggest bet and picked up the chips.

The Academy Award presentation is the best idea ever invented to get people to talk about movies. This we should not forget. Nor should we forget that there are a lot of chips to be picked up with this if we go at it the right way.

Kaye's 'The Court Jester'

Paramount will release Danny Kaye's next independent production, The Court Jester, to be made this summer.

$1,000 To Var Village From Brantford Men

About 1,000 Brantford folk crowded into the Capitol, Brantford last Sunday evening to provide Variety Village with almost $1,000, the proceeds of the annual benefit staged by the Brantford Theatre Managers Association.

The show, accompanied by a 15-piece orchestra directed by Burn Knowles, was emceed by Larry Mann and offered a great all-star Canadian lineup and one American act, the George Hayes Quartet, now playing Toronto. Others who appeared were Peppiat & Aylesworth, Ron Leonard, Terry Dale, Wally Koster, Phyllis Marshall, Mario Adorani and Lou Snider.

Bill Burke, Capitol manager, headed the committee and Telfer Clark and William Dykeman, business agents respectively of the musicians and the stagehands, okayed the gratis co-operation of union members.

EXHIBITORS EVERYWHERE ARE SINGING....

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In Color Glory

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SENSATIONAL NEW OPENINGS: Pittsburgh, Milwaukee, Buffalo, Rochester, Syracuse.
EXCELLENT BIZ: Akron, Canton, Reading, Denver. *And more on the way!*

★

And Listen For This: **"RHAPSODY" ("I Love You!")**

3rd Week at Music Hall swell! Off to a solid start throughout the nation!

28% UK Dating To UK Pictures

The British Board of Trade recently issued the film exhibitors' quota returns for the 1952-53 quota year, under the Cinematograph Films Act of 1948, which provides that every motion picture theatre in the United Kingdom, with certain exceptions, must show a prescribed proportion of British films. For the period, which ended September 30, 1953, the statutory quotas were 30 per cent for first features and 25 per cent for supporting films. Theatres are exempt from quota provisions if their average net boxoffice receipts do not exceed £100 ($280) per week.

The report shows that British first-feature films accounted for 28 per cent of the screen time of all first-feature films shown in British theatres during 1952-53, while other British films accounted for 26 per cent of screen time for supporting programs. This compares with 1951-52 quota figures of 27 per cent and 25 per cent, respectively.

Of 4,640 theatres making returns, 414 were exempt from quota obligations or operated for only part of the year. Of the other 4,226, a total of 884 exhibitors or 21 per cent failed to achieve the prescribed first-feature quota, compared with 1,042 out of 4,183, or 25 per cent, in the quota year 1951-52.

A total of 1,626 exhibitors failed to achieve their prescribed quota for supporting program films, against 1,901 in the previous quota year. The average quotas achieved by the three major circuits in the United Kingdom (Odeon, Gaumont-British and Associated British Cinemas) were 34 per cent for first-feature films and 31.5 per cent for second features. This compares with 32.5 per cent and 29.5 per cent, respectively, for the quota year 1951-52.

This information was prepared by Nathan D. Golden, director, Scientific, Motion Picture and Photographic Products Division, from a report submitted by the USA Embassy in London.

Three Contracts Let During February

Three theatre building and alteration contracts were awarded in Canada during February and these were worth $155,000, it was disclosed by Maclean Building Reports Division of Hugh C. MacLean Publications Limited in a recent issue.

Of the three, one for $80,000 was in Quebec, one for $45,000 was in Saskatchewan and the third, valued at $30,000, was in Manitoba.

LAST WEEK I NOTED the existence of an inactive UK-film quota regulation in Ontario's *The Theatres Act, 1953*—but who needs it? Recently the Hyland, Christie, Hollywood, University, Eglinton, International Cinema and the Towne Cinema were offering first-run showings of six English pix at the same time . . . *Alex Barris*, Toronto *Globe & Mail* movie editor, will head Hollywoodward for a two-week May stay. Have fun, son . . . *That MPTV* feature being shot in Montreal is about Gouzenko and three Montreal actors are in it—George Bloomfield, Bob Goodier and Alfred Miller. Like the recent Drew Pearson interview of Gouzenko for TV, the Montreal effort will be shown on our movie screens . . . *Art Arthur*, an Ivan Tors' associate exec producer in Hollywood, was in Washington arranging government co-operation for a film and detoured his return trip via Toronto to say hello to friends and family . . . *Heart Award* of the Toronto Variety tent will be announced and presented at the April 27 meeting . . . *Chronicle Kicker*: In *New Liberty* Gordon Sinclair pans the overuse of Roman numerals: "On movies we can understand it. Producers don't want you to know when the film was first released but, being required to record the date, they go in for Romans as camouflage" . . . *Les Barker*, a Canadian vaudeville cartoonist, is regularly referred to in print as "the creator of Bugs Bunny."

GEORGE H. DORAN, the founder of Doubleday-Doran, is living in retirement here . . . *Temperance* group's counter via a sign to a juice firm's come-on to snobbish swiggers: "Today's Man of Distinction is tomorrow's Man of Extinction" . . . *Call me* an Old Cornball, but I'm among the many that thoroughly enjoy Cliff McKay's CBC-TV stint, *Aylmer Holiday Ranch*. That reminds me that I've often wondered why CBC-TV has passed up Trump Davidson's Dixielanders, after chancing on a fine format in which Elwood Glover did the intro playing a disc jockey. After one wonderful program as a fill-in it was all forgotten . . . *In a recent* column in the NY *Journal-American* Louis Sobol wrote about Gilbert Miller, producer son of actor Henry Miller, as "one helluva guy." Henry Miller, an English lad who helped lay the bricks for the rebuilding of Toronto's long-gone Grand Opera House, our leading temple of Thespis in the golden age of the living theatre, became a player on its boards in 1880 at 19. C. W. Couldock, a fine old actor with whom he appeared at the Grand, recommended him to Daniel Frohman, the producer at Booth's Theatre, New York. He rose to great eminence. One of these days I'll write the story of the Grand. Did the research some years ago but haven't had time since to do the article . . . *Warners'* feature, *Them*, "will make your blood curdle and run cold," wrote King Features' Alice Hughes . . . *George Herman* is now business manager of ACRTA.

AN INJUSTICE WORTHY of enquiry in the House of Commons was the curtailment to one hour in Ottawa of the recent Rodgers & Hammerstein TV program sponsored by General Foods. F. E. Lennard, MP asked why and Dr. J. J. McCann, Minister of National Revenue, the CBC's cabinet officer, explained that a prior commitment for a French-language program had brought about the terrible suffering that results from not being able to hear the works of R & H. I shiver when I think that it might have happened to me. This certainly was a catastrophe worthy of the consideration of our Parliament . . . "*Is there* a country in the world where more good food is spoiled by more bad cooks than in 'this Canada of ours?' "—*The Montreal Star* . . . *Again* re UK films in Ontario: Do you know that the censorship fees for them are half those charged USA and other films? . . . *Kid Stuff*: Niece Vicki Arthur in Hollywood got chicken pox and she had to be smeared with colored ointment from head to foot. So pappy and mammy got her a feather bonnet and told her she was an Indian on the warpath. Thereafter, until she got better, everyone entering her room had to give an Indian war whoop, including the doctor . . . *Sage-like* rabbi was told that one of his disciples had left home and would arrive for a visit in three hours instead of the usual three days because the railroad had come to his town. "So what's his hurry," was the rabbi's comment.

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UP SILVERSTONE

(Continued from Page 1)

work with Lichtman and W. C. Gehring, executive assistant general sales manager. On leaving Canada Silverstone was given a dinner at the Royal York Hotel, Toronto, by the theatre and motion picture community.

At the same time, Glenn Norris, Atlantic Division sales manager, was promoted to eastern sales manager, the position which Silverstone held before his elevation. Both appointments became effective Monday, April 5th.

A veteran sales executive, Silverstone held important posts with United Artists as assistant managing director and general sales manager of that Corporation's International Division in London, and as assistant director-sales manager in the United States, before joining 20th Century-Fox in 1943. Serving initially in London as Home Office representative of the International Department for foreign subsidiaries, Silverstone, in January, 1948, was appointed division sales manager with headquarters in Toronto. In 1951 he was appointed Eastern and Canadian sales manager headquartering in New York.

Norris is another executive who has moved ahead rapidly from the ranks during his 21 years service with the company. The new regional sales head entered the employ of 20th Century-Fox in 1933 as a poster clerk in the Washington exchange, where he was made ad sales manager the following year. In 1935, he was promoted to salesman and transferred to the Philadelphia office. Two years later he returned to Washington as a salesman and was made manager of that exchange in 1946.

Appointment to supervisor of the Atlantic district, comprising the Washington, Philadelphia and Pittsburgh offices, followed the next year.

In April, 1948 Norris once more assumed responsibilities as manager of the Washington exchange and was selected for the post of Atlantic division chief in January, 1952.

Book it NOW - Thru Columbia

Italy 'Control Board'

The Italian National Film Association has established a control board for a morality check on films. Nudity and alleged cynicism had brought severe criticism from Roman Catholic quarters.

OK Peterborough TV; Defer Newfoundland

Board of Governors of the Canadian Broadcasting Corporation recommended the approval of a licence to establish a new TV broadcasting station in Peterborough, Ontario. Applicant was the Kawartha Broadcasting Company Limited. A similar request by H. H. May was turned down on the grounds that he would not have share control of the proposed company.

Deferred for further study by the Board was the request for a TV licence by the Newfoundland Broadcasting Company Ltd.

'Desert' Record

RKO's Walt Disney feature, The Living Desert, set an all-time high for a single day and for six days at the Towne Cinema, Toronto, where it is in its third week.

CBC Re 'Contests'

Drawings, prize contests, etc., involving the sending in of box tops or other approaches of that kind are worrying the Board of Governors of the CBC. The Board intends to hold public meetings if there is no improvement in this broadcasting matter.

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Produced by IRVING ASHER · Directed by WILLIAM DIETERLE · Screenplay by

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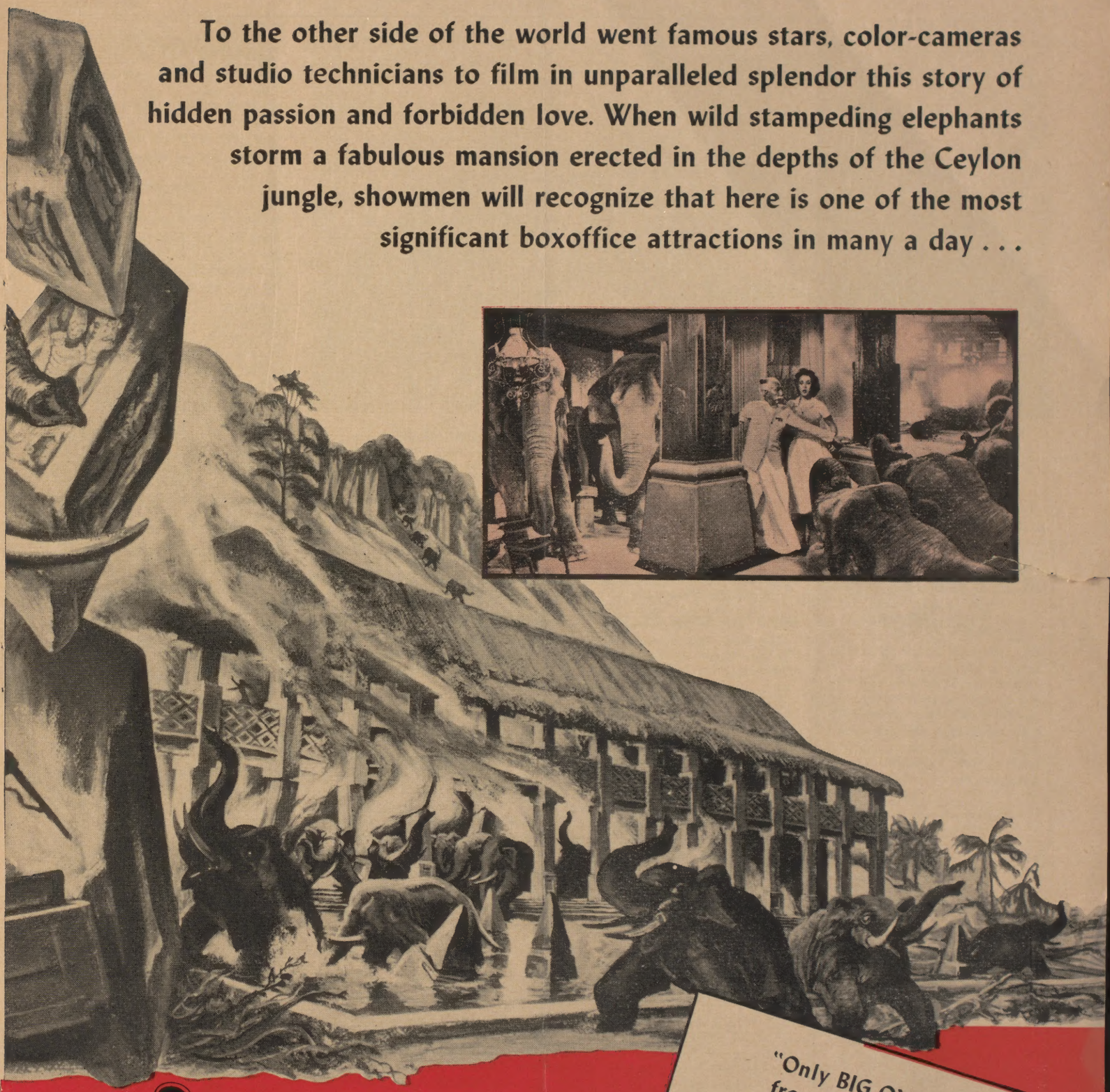

WALK

COLOR

EWS · PETER FINCH

JOHN LEE MAHIN · Based on the Novel by Robert Standish

"Only BIG ONES from Paramount":
Now — THE NAKED JUNGLE
RED GARTERS
MONEY FROM HOME
Soon — CASANOVA'S BIG NIGHT
KNOCK ON WOOD

The Gentlemen of the Calgary Film Board, Distributors' Organization

FRONT ROW, left to right: A. Hersch, vice-president, Warner Bros. Pictures Distributing Co. Ltd.; F. L. Scott, president, J. Arthur Rank Film Distributors (Canada) Ltd.; A. E. Elliott, secretary, RKO Distributing Corp. Ltd.; and A. Genaske, Metro-Goldwyn-Mayer Pictures of Canada Ltd. BACK ROW: W. O. Kelly, Paramount Film Service Ltd.; J. Garfin, Empire-Universal Films Ltd.; R. A. Cringan, Twentieth Century-Fox Film Corp. Ltd.; R. Radis, United Artists Corp. Ltd.; and H. H. Ross, Columbia Pictures of Canada Ltd.

Missing from the photo is Jack Marks, International Film Distributors Ltd.

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'Land Of The Pharaohs'

Jack Hawkins, UK star, will have the male lead in Warners' Land of the Pharaohs.

WB's 'The Silver Chalice'

Virginia Mayo will star in Warner Bros.' CinemaScope film, The Silver Chalice, based on the novel by Thomas B. Costain, Canadian-born novelist.

'Tip On A Dead Jockey'

Robert Taylor has been assigned to star in MGM's Tip on a Dead Jockey.

MGM's 'Deep In My Heart'

Louis Calhern will portray the late Florenz Ziegfeld in MGM's forthcoming biography of Sigmund Romberg, Deep in My Heart.

MACDONALD HEADS 'CASTERS

President of The Canadian Association of Radio & Television Broadcasters is E. F. MacDonald, of CJCH, Halifax, who was elected at the recent Quebec City convention to succeed F. H. Elphicke, CKWX, Vancouver. J. M. Davidson of the Northern Broadcasting Co., Toronto is vice-president in the place of MacDonald. T. J. Allaird and Flora Love, Ottawa, are executive vice-president and secretary-treasurer respectively.

Directors are W. Rea, CKNW, New Westminster, BC; Gerry Gaetz, CJCA, Edmonton; J. S. Boyling, CHAB, Moose Jaw, Sask.; John Craig, CKX, Brandon, Man.; J. E. Campeau, CKLW, Windsor, Ont.; F. B. Ricard, CHNO, Sudbury, Ont.; Wallace Slatter, CJOY, Guelph, Ont.; F. H. Elphicke, CKWX, Vancouver; F. A. Lynds, CKCW, Moncton, NB; J. P. Lemire, CKCH, Hull, Que.; and Henri Lepage, CHRC, Quebec, Que.

The Association represents 125 privately-owned broadcasting and telecasting stations across Canada.

PREMIER FROST QUOTES BARRIS

Answering criticism of laxness in Ontario's motion picture censorship in the Ontario Legislature, Premier Leslie Frost read into Hansard a complete article by Alex Barris, movie critic of the Globe and Mail, Toronto. Barris, dealing with the complaint of Peter Manley, MP that "a lower moral standard" had been adopted for Ontario cities by the censor, discussed the difficulties involved in satisfying so many elements of the population in the matter of acceptable movies.

The Premier's comments and his action followed criticism by Joseph M. Salsberg, MPP, who praised British and European films and claimed that those from Hollywood offered "kewpie dolls and cardboard lovers."

The article by Barris, a former member of the Press Gallery, praised Ontario's censorship and the Premier commented: "It is the opinion of a great critic, a very intelligent and considerate reviewer of films."

Premier Frost is also head of the Provincial Treasury, which has jurisdiction over the censorship board headed by O. J. Silverthorne.

ABOUT CHANGES

(Continued from Page 1)

tinue to make them known as they attract our attention. Here are more:

When G. H. Oullahan became vice-president of Sterling Films Ltd. recently, as announced previously, he succeeded George H. Beeston, who also withdrew from the board of directors.

Tommy Trow succeeded Bernard Goulet as the Foto-Nite representative in Montreal.

J. P. LaPailleur, Dr. Lloyd Hampson, Melvin Breen and Gaudry Delisle replaced D. W. Buchanan, E. R. McEwen, Walter Herbert and Eveline LeBlanc on the board of directors of the Canadian Film Institute. Miss LeBlanc is no longer second vice-president.

Leo Jaffe of Columbia, New York succeeded Henry L. Nathanson, Toronto as vice-president of Columbia Pictures of Canada, Ltd. and Bernard Birnbaum, New York, took the place of Paul L. Nathanson, Montreal as treasurer. Louis Rosenfeld and Jule Allen are president and secretary respectively. The changes followed Columbia's acquisition of 50 per cent of the Canadian company, which had formerly been a franchise-holding body.

Mrs. M. Marshall of the Alexandra, Hamilton heads the Auditorium Owners and Operators Association Inc. in the place of C. H. Kendall.

Estelle Craig has cancelled her Cinema 16 Tours, which were initiated as a series of six programs in Eaton's Auditorium.

Address of The Association of Motion Picture Producers and Laboratories of Canada is now Room 512, Victoria Building, Ottawa, where Donald M. McClymont, executive secretary-treasurer, has his office. New member companies are Tele-Commercial Productions Ltd., Montreal; Davart Productions Ltd. and Wildlife Productions, both of Toronto; and Trans-Canada Films Limited, Vancouver.

Ray Payne of the National Film Board has replaced Gerald Graham as chairman of Committee Z7.1 On Motion Picture Photography, Canadian Standards Association, Ottawa, while Jack Ponting of the NFB has succeeded A. H. Simmons as secretary.

'Bat Masterson, Bad Man'

Nancy Gates will star opposite George Montgomery in Columbia's forthcoming film, Bat Masterson, Bad Man.

Fox' 'The Egyptian'

Victor Mature, Jean Simmons, Gene Tierney, Edward Purdom, Bella Darvi and Peter Ustinov have the starring roles in 20th-Fox' CinemaScope and Technicolor production, The Egyptian.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

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CASANOVA'S BIG NIGHT

with Bob Hope, Joan Fontaine, Basil Rathbone, Audrey Dalton

Paramount (Technicolor) 86 Mins.

FINE SERVING OF HOPE TYPE COMEDY. HAS A PLENTITUDE ON THE MIRTH SIDE. WILL HAVE THEM LAFFING LOUD AND OFTEN. THEY'LL EXIT HAPPY AFTER THIS ONE.

A fine, funny and frequently hilarious serving of Bob Hope and a collection of lovelies is served up in his latest number delivered in smart style by Producer Paul Jones. The yarn rollicks along brightly, has bounce and sparkle. It is presented on a rather lavish scale with plenty of atmosphere and color in evidence as well as brilliantly hued costuming.

With Hope in his familiar fine comic fettle, Joan Fontaine, Basil Rathbone, the lovely Audrey Dalton, Raymond Burr, Lon Chaney, John Carradine, Frieda Inescourt, Primo Carnera and Hope Emerson are also in evidence.

Frisky is the word for the plot of this number. Hope has a big yen for Miss Fontaine. He is a tailor's helper, she keeps a store. Set in Italy of another day, Hope is induced to assume the role of the real Casanova, played briefly by Vincent Price.

His mission, for which there is a goodly sum, is to make love to Audrey Dalton and secure her petticoat, or try to. This would test her real love for the man she is intended to wed.

On to Venice go Hope, Basil Rathbone, his valet, and Joan. Hope rather clumsily assumes the amorous attitude of Casanova, tries his wiles on Audrey. But he has a change of heart, largely inspired by the Doge. There is a political angle of sorts that pops up and Hope learns there is skullduggery afoot. This nets him imprisonment but Joan manages his escape. The day is saved after a raucous session. Audrey has her petticoat, Rathbone, who pulled a fast one, gets his due.

CAST: Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone, Hugh Marlowe, Arnold Moss, John Carradine.

CREDITS: Producer, Paul Jones; Director, Norman Z. McLeod; Written for the screen by Hal Kanter, Edmund Hartmann; Story, Aubrey Wisberg; Photography, Lionel Lindon.

DIRECTION: Clever.

PHOTOGRAPHY: First Rate.

'Deep In My Heart'

Merle Oberon has been signed by MGM to star with Jose Ferrer in Deep in My Heart, which will be based on the biography of Sigmund Romberg.

ROSE MARIE

with Ann Blyth, Howard Keel, Fernando Lamas, Bert Lahr, Marjorie Main

MGM (Eastman Color—CinemaScope) 115 Mins.

ADROIT COLORFUL AND LIVELY ROMANCE PLUS MUSIC. HANDLED WITH SKILL AND EVIDENT APPLICATION IN ALL DEPARTMENTS. PHOTOGRAPHIC TREAT. STANDS ONCE AGAIN TO ATTRACT A CONSIDERABLE AUDIENCE, GIVE THEM FULL MONEY'S WORTH.

Third time around as a film, Mervyn LeRoy's production of the Harbach-Hammerstein-Friml-Stothart operetta evolves an adroit, lively and colorful romance set in the Canadian Rockies with solid enhancement registered by CinemaScope and stereophonic sound. It is a photographic treat when the action is set outdoors and Eastman Color has been utilized handsomely by Cinematographer Paul Vogel. As director, too, LeRoy expertly and smoothly guided the script.

As Ann Blyth's initial venture into the musical film scene, Rose Marie serves this admirable and accomplished actress very well.

Howard Keel does nobly and is in good voice as Mountie "Sergeant Mike Malone" who adheres to the code and the letter of the law. Fernando Lamas is stalwart, properly the Latin lover type as "Jim Duval," a trapper but not the marrying kind, he says. High comic moments are the province of Bert Lahr with a neat assist from Miss Main. Joan Taylor, as "Wanda," the Indian girl, underplays, delivers in a spectacular production number dance.

Handled with an evident skill and application in various production departments to the end that as a whole Rose Marie shapes up an appealing offering, it is in the cards that this latest version of the semi-serious story, plus music, will once again attract a considerable audience and deliver to them their full money's worth.

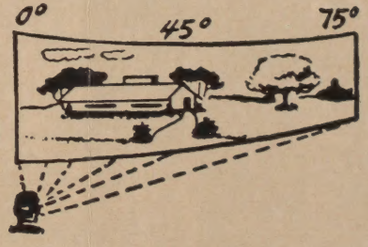
CAST: Ann Blyth, Howard Keel, Fernando Lamas, Bert Lahr, Majorie Main, Joan Taylor, Ray Collins, Chief Yowlachie.

CREDITS: A Mervyn LeRoy Production; Directed by Mervyn LeRoy; Screenplay, Ronald Millar, George Froeschel; Book and lyrics by Otto A. Harbach, Oscar Hammerstein III; Music, Rudolph Friml, Herbert Stothart; Screen version lyrics, Paul Francis Webster; Photography, Paul Vogel.

DIRECTION: Expert. **PHOTOGRAPHY: Fine.**

see "ASTROLITE"

giant screen



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BEACHHEAD

with Tony Curtis, Frank Lovejoy, Mary Murphy.

United Artists (Technicolor) 89 Mins.

PUNGENT, ROUGH AND TOUGH WAR ADVENTURE IN PACIFIC. HE-MAN STUFF WITH PLENTY OF GUTS. HAS FINE HANDLING ALL THE WAY.

An expert, exciting recounting of a war incident in the Pacific theatre during War II is ably delivered up in this Aubrey Schenck Production smartly brought in by Howard W. Koch. Script is based on a novel, I've Got Mine, by Richard G. Hubler. It is pungent fare, plenty rough. The grim note prevails as a small body of Marines takes off on a dangerous mission prior to the assault on Jap-held Bougainville.

This is he-man stuff. That note is constantly made emphatic in the first rate direction of Stuart Heisler. In leading roles Tony Curtis and Frank Lovejoy, as the invaders, get over solid, convincing characterizations. Girl interest is aptly rendered by Mary Murphy, playing the daughter of Eduard Franz, a French planter.

Franz has information that will contribute to the full scale upcoming attack. It is the mission of Curtis and Lovejoy to find Franz. In good time they do.

But what sets off Beachhead is the skilled handling of the adventures that befall an original squad of four that is soon reduced to Tony and Frank. The depiction of jungle combat is startlingly real and convincing.

Making perilous progress Curtis and Lovejoy meet up with Franz, get the layout of a mine set-up. Franz is killed. Mary Murphy goes along with the two Marines. They head for the beach rendezvous, make it after a bad time with a sniper.

CAST: Tony Curtis, Frank Lovejoy, Mary Murphy, Eduard Franz, Skip Homeier, John Doucette, Alan Wells.

CREDITS: An Aubrey Schenck Presentation; Producer, Howard W. Koch; Director, Stuart Heisler; Screenplay, Richard Alan Simmons; Based on a novel by Richard G. Hubler; Photography, Gordon Avil.

DIRECTION: First Rate.

PHOTOGRAPHY: Very Good.

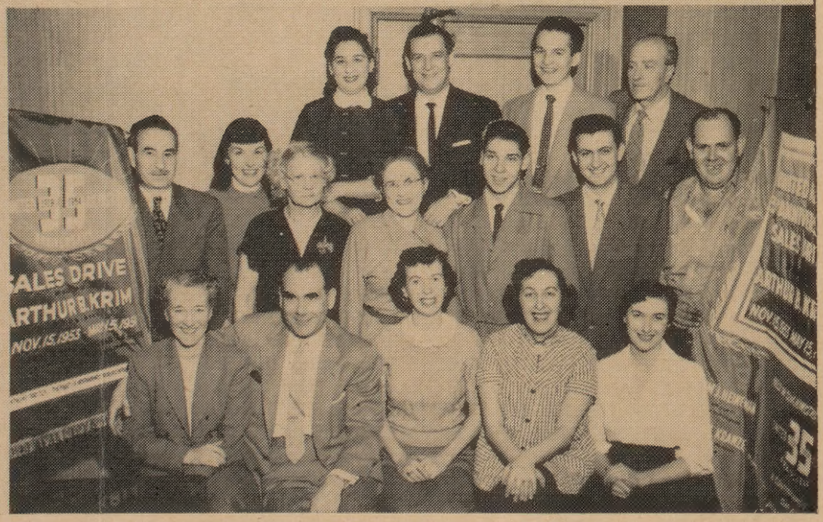
Nancy Olson In 'Battle Cry'

Nancy Olson will have the leading feminine role in Warner Bros.' Battle Cry.

Sinatra In 'Suddenly'

Frank Sinatra has been signed to star in Robert Bassler's suspense film, Suddenly, which United Artists will release. It will be Sinatra's first straight dramatic role since winning an Academy Award for his role in From Here to Eternity.

HERE ARE UNITED ARTISTS' CANADIAN STAFFS ON THE COMPANY'S 35TH ANNIVERSARY CELEBRATION



TOP LEFT PHOTO, left to right, is of the Winnipeg office. Back row: Morris Brown, Manager Abe Feinstein, Mort Greenberg and Ron Brooker. Front: Shirley Glover and Flo Scammell.

TOP RIGHT PHOTO is of the Montreal branch. Seated is S. Kunitzky, manager. Standing are M. Hamat, M. Ouellette, G. Liebling, J. Osher, R. Sigovin, B. Jehu and B. Light.

CENTRE LEFT PHOTO is of the Calgary office. Standing are Bert Cooper, Harvey Kornberg, Margaret Constable and Eugene Price. Seated are Jean Knudtson, May Luzi, Manager Robert Radis and Marlene Schenoffer.

CENTRE RIGHT PHOTO is of the Saint John branch. W. F. Campbell, Glenna Baker, Manager I. J. Davis, Lilian Hall and Victor McLean.

LOWER LEFT PHOTO is of the Vancouver office. Sophie Perlstrauss, Robert Billing, Manager Harry Woolfe, Norma Clarke and Jack Braverman.

LOWER RIGHT PHOTO is of the Toronto branch and head office staff. In the back row are Gloria Wilder, Irving Siegel, Sydney Sniderman and Dick Knights. In the middle row are Harry Kohen, Grace Gilpin, Dorothy Bigley, Viola McMillan, Martin Lager, Bernie Burns and Bill Reddy. In the front row are Catherine Anderson, Manager George Heiber, Gladys Rownsley, Ruth Duncan and Marguerite Gaynor.

News Clips

Berthier Theatre, Berthierville, Quebec is now the Royal . . . Aberdeen, Saskatchewan movie has closed . . . M. Drul is now operating the Shoal Lake, Manitoba situation and Don L. Roberts the Crescent, Toronto . . . Women's Canadian Club of Montreal heard NFB head A. W. Trueman last week . . . Seventh Canadian International Trade Fair, at which some theatre equipment companies exhibit, takes place at the CNE, Toronto May 31 to June 11.

Ottawa Citizen surveyed the National Film Board's work and claimed that its film could have been made anywhere in Canada, so the move to Montreal wasn't necessary . . . The move to draft Roy M. Brewer, former Hollywood IA representative, to run against Richard M. Walsh for the presidency is gaining strength. Brewer resigned after differences with Walsh and is now aide to Steve Broidy, president of Allied Artists.

Welsh Sunshine Home for Blind Babies got a donation of £10,000 from the Variety Club of London . . . Province of Saskatchewan will spend $20,000 on a picture for its jubilee in 1955 . . . Howard Hughes paid for his recently-acquired RKO stock with a personal cheque for $23,489,478 . . . Harry J. Takiff and Marvin Kirsch were elected to the board of the Motion Picture Pioneers, USA . . . Associated Screen News has completed its film of Toronto's subway system.

CBC press and information service, which has 55 employees, cost $370,584 to operate last year and trips abroad for the Corporation's personnel amounted to $86,583.57 . . . Arrow Films has opened an office in Vancouver . . . Roy Thomson will print his Canadian sub list of The Weekly Scotsman in Canada from mats flown from Edinburgh . . . AGVA-AFM fight in Toronto is developing strongly . . . Walter O'Hearn of The Montreal Star goes after Hollywood's libelers in "Throwing Mud At the Stars."

Cast In MGM's 'The Cobweb'

Robert Taylor, Lana Taylor and Grace Kelly will star in MGM's The Cobweb.

Col.'s 'Pushover'

Pushover is the title under which Columbia will release the Fred MacMurray - Kim-Novack-Phil Carey starrer known in work as 322 French Street. Richard Quine directed the film and Jules Schermer produced.

35th UA Anniversary

(Continued from Page 1)

Pollyana, starred Mary Pickford.

These began the succession of great motion pictures that won an immediate place in the hearts of the public and an everlasting place in the history of the art. So much so that the Museum of Modern Art, New York, is staging a festival of the classics which UA gave to the world as its part in the celebration.

As time went on Joseph M. Schenck bought into the company, becoming chairman of the board, then came Samuel Goldwyn as a stockholder. Disney first released through UA in 1932 and in 1935 David O. Selznick joined it as a producer, the latter year being the one in which Alexander Korda came in as a stockholder.

United Artists sailed along blithely until 1946, when postwar problems were too much for it and every effort to give it an assured future failed. Then in 1951 Miss Pickford and Chaplin, recognizing the need of youthful leadership and energy, welcomed Krim and his associates: Robert S. Benjamin, Matthew Fox, William J. Heineman, Max E. Youngstein, Arnold Picker and Semour Peyser. Their victory was almost miraculous and they were rewarded with the right to acquire 8,000 shares of stock, with a ten-year voting control over the remaining shares, which are owned by Miss Pickford and Chaplin.

The feeling of the group must have been the same which the founders and their first general manager, Hiram Abrams, felt when it became obvious that they had proved to the world their business adventure was a success. The pictures that began to arrive as a result of the new faith of Independent producers got a tremendous job of selling by Heineman, as distribution v-p, and Max Youngstein, v-p for ads, publicity and promotion, who gave up a vice-presidency at Paramount to join the group.

The first territory to recognize the merits of the new UA management was Canada, where Charles S. Chaplin, the district manager, did so well so quickly that the country was made a division.

UA opened in Canada in September, 1919 with Charlie Burman as manager. Burman, from Boston, brought a salesman, Haskell Masters, with him. Later Masters became general manager and the late Sam Glazer took the post when Masters left to join the new Odeon theatres setup as general manager in 1941 under the late N. L. Nathanson. Glazer resigned to join Columbia and David Coplan left Columbia to succeed him.

When Coplan was made managing director for Great Britain Charles Chaplin, Montreal branch manager, who joined the company in 1930 as a clerk in Toronto, succeeded him. Chaplin has

C. S. CHAPLIN

the support of some of the outstanding branch managers in the industry: George Heiber in Toronto, Sammy Kunitzky in Montreal, I. J. Davis in Saint John, Abe Feinstein in Winnipeg, Robert Radis in Calgary and Harry Woolfe in Vancouver.

The rejuvenation of the company is now a fact and the 1953-54 schedule shows how powerful UA's comeback actually is.

It included such films as James A. Michener's Return to Paradise, directed by Mark Robson and starring Gary Cooper, who had won his second Academy Award for his performance in High Noon; The Moon Is Blue, starring William Holden, David Niven and Maggie McNamara, and directed by Otto Preminger; Mickey Spillane's I, the Jury and The Long Wait, produced by Victor Saville; and John Huston's Beat the Devil, starring Humphrey Bogart, Jennifer Jones and Gina Lollobrigida.

Also, Anatole Litvak's Act of Love, starring Kirk Douglas in an adaptation by Irwin Shaw of Alfred Hayes' best-selling novel, The Girl on the Via Flaminia; Joseph L. Mankiewicz' The Barefoot Contessa, romantic Technicolor drama starring Humphrey Bogart and Ava Gardner; Apache, Technicolor adventure drama starring Burt Lancaster; Robert Rossen's production of Alexander the Great; Stanley Kramer's production of Not as a Stranger and Paul Gregory's The Night of the Hunter, directed by Charles Laughton and starring Robert Mitchum. A record 48 films were included on the 35th Anniversary year schedule of release.

Fortified by this array of pictures, United Artists is commemorating its first 35 years of corporate existence with a worldwide celebration.

An indication of exhibitor sentiment where United Artists is concerned is the testimonial dinner to be tendered the company by Tent 13, Philadelphia Variety Club, on May 5. Jay Emmanuel, exhibitor and trade paper publisher, is chairman of the dinner committee.

'Strange Lady In Town'

Greer Garson will star in Warner's Strange Lady in Town, which Mervyn LeRoy will produce and direct.

Short Throws

(Continued from Page 1)

Legion wants the Dominion Command to demand a ban on it. Alberta will also make a 45-minute color film showing its progress for exhibition during its jubilee in 1955.

NATIONAL Film Board made 214 subjects, including newsreels and clips, in its 1952-3 year—one more than in the previous 12 months. Previous years: 1945-6, 310; 1946-7, 214; 1947-8, 189; 1948-9, 166; 1949-50, 177; and 1950-51, 187.

IN 1953 the Manitoba Board of Censors for Motion Pictures, headed by M. B. Newton, passed 2,681 films, 18 of which had eliminations. Of two rejected, one was passed after a second review. The figures were provided in the legislature by Public Utilities Minister C. L. Shuttleworth in answer to a charge by a member that foreign films passed in other provinces were being banned in Manitoba.

ALBERTA amusement tax may be turned over to the larger cities, Provincial Secretary Gerhard told the legislature, since the province doesn't need the $1,100,000. Liberal Leader Prowse suggested the tax be wiped out.

SENTENCE of 20 years in prison was meted out to Roland Dumont, 37, Rouyn theatre manager, when he was found guilty by a jury of manslaughter in the slaying of a 53-year-old local farmer. Dumont pleaded that he had shot in self-defense when the dead man had attempted to rob him but the Crown Counsel had asked for a murder conviction.

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